Chain: 09190000
Chain Name: QUICK CHEK FOOD STRS

*** 12/30/96 Thru 03/30/97 *** Total Stores: 98

FULL PRICE	Cartons	SOM
MARLBORO	207054.0	49.3%
NEWPORT	42724.0	10.2%
PARLIAMENT	24052.0	5.7%
MERIT	17387.0	4.1%
SALEM	14239.0	3.4%
VIRGINIA SLI	13638.0	3.2%
Other	77950.0	18.6%
Total	397044.0	94.5%

BRANDED SAVINGS	Cartons	SOM
BASIC	5135.0	1.2%
MONARCH	2476.0	0.6%
DORAL	2170.0	0.5%
Other	3315.0	0.8%
Total	13096.0	3.1%

PL/BLK & WHT	Cartons	SOM
COURIER	9683.0	2.3%
Total	9683.0	2.3%

** Qtr 4 - 1996 ** Total Stores: 99

FULL PRICE	Cartons	SOM
MARLBORO	228752.0	48.3%
NEWPORT	49975.0	10.5%
PARLIAMENT	27380.0	5.8%
MERIT	18226.0	3.8%
SALEM	17487.0	3.7%
VIRGINIA SLI	15649.0	3.3%
Other	90751.0	19.1%
Total	448220.0	94.5%
BRANDED SAVINGS		
BASIC	5144.0	1.1%
MONARCH	3087.0	0.7%
DORAL	2886.0	0.6%
Other	3207.0	0.7%
Total	14324.0	3.0%
PL/BLK & WHT		
COURIER	11473.0	2.4%
Total	11473.0	2.4%

** Qtr 3 - 1996 ** Total Stores: 99

FULL PRICE	Cartons	SOM
MARLBORO	257591.0	49.6%
NEWPORT	53443.0	10.3%
PARLIAMENT	28293.0	5.4%
MERIT	22047.5	4.2%
SALEM	17670.0	3.4%
VIRGINIA SLI	17300.0	3.3%
Other	96535.0	18.6%
Total	492879.5	94.8%
BRANDED SAVINGS		
BASIC	5301.0	1.0%
MONARCH	3450.0	0.7%
DORAL	2954.0	0.6%
Other	3201.0	0.6%
Total	14906.0	2.8%
PL/BLK & WHT		
COURIER	11750.0	2.3%
Total	11750.0	2.2%

** Qtr 2 - 1996 ** Total Stores: 99

FULL PRICE	Cartons	SOM
MARLBORO	263572.0	48.2%
NEWPORT	56795.0	10.4%
PARLIAMENT	29375.0	5.4%
MERIT	22928.0	4.2%
SALEM	20658.0	3.8%
VIRGINIA SLI	17600.0	3.2%
Other	103774.0	19.0%
Total	514702.0	94.0%
BRANDED SAVINGS		
BASIC	5987.0	1.1%
DORAL	3890.0	0.7%
MONARCH	3723.0	0.7%
Other	4477.0	0.8%
Total	18077.0	3.3%
PL/BLK & WHT		
COURIER	14504.0	2.7%
QUALITY SMOK	25.0	
Total	14529.0	2.6%

** Qtr 1 - 1996 ** Total Stores: 99

FULL PRICE	Cartons	SOM
MARLBORO	214400.0	48.5%
NEWPORT	47894.0	10.8%
PARLIAMENT	19666.0	4.4%
MERIT	16740.0	3.8%
SALEM	16373.0	3.7%
VIRGINIA SLI	14732.0	3.3%
Other	84252.0	19.0%
Total	414057.0	93.5%
BRANDED SAVINGS		
BASIC	4775.0	1.1%
MONARCH	3081.0	0.7%
DORAL	1756.0	0.4%
Other	2639.0	0.6%
Total	12251.0	2.7%
PL/BLK & WHT		
COURIER	16139.0	3.6%
QUALITY SMOK	9.0	
Total	16148.0	3.6%

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Chain: 09190000
Chain Name: QUICK CHEK FOOD STRS

	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	Qtr 4 - 1996	12/30/96 Thru 03/30/97
TOTAL STORES	99	99	99	99	98
FULL PRICE					
MARLBORO	48.5%	48.2%	49.6%	48.3%	49.3%
NEWPORT	10.8%	10.4%	10.3%	10.5%	10.2%
PARLIAMENT	4.4%	5.4%	5.4%	5.8%	5.7%
MERIT	3.8%	4.2%	4.2%	3.8%	4.1%
SALEM	3.7%	3.8%	3.4%	3.7%	3.4%
VIRGINIA SLI	3.3%	3.2%	3.3%	3.3%	3.2%
Other	19.0%	18.8%	18.6%	19.1%	18.6%
TOTAL	93.5%	94.0%	94.8%	94.5%	94.5%
BRANDED SAVINGS					
BASIC	1.1%	1.1%	1.0%	1.1%	1.2%
MONARCH	0.7%	0.7%	0.7%	0.7%	0.6%
DORAL	0.4%	0.7%	0.6%	0.6%	0.5%
Other	0.5%	0.8%	0.5%	0.6%	0.8%
TOTAL	2.7%	3.3%	2.8%	3.0%	3.1%
PL/BLK & WHT					
COURIER	3.6%	2.7%	2.3%	2.4%	2.3%
Other		0.1%	0.1%		
TOTAL	3.6%	2.6%	2.2%	2.4%	2.3%
Total Industry Volume					
Cartons	442456.0	547308.0	519535.5	474017.0	419823.0
Vol % Change	N/A	+23.69%	-5.07%	-8.76%	-11.43%
Industry Weekly Average					
Cartons	34035.0	42100.6	39964.2	36462.8	32294.0
Weekly Store Average					
Industry	343.78	425.25	403.67	368.31	329.53
RJR	52.97	61.43	54.60	53.12	44.64

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Chain: 09190000
Chain Name: QUICK CHEK FOOD STRS

	Qtr 1 - 1996	Qtr 2 - 1996	Qtr 3 - 1996	Qtr 4 - 1996	12/30/96 Thru 03/30/97
TOTAL STORES	99	99	99	99	98
TOTAL SOM					
RJR	15.4%	14.5%	13.5%	14.4%	13.5%
PM	63.4%	64.3%	65.8%	64.4%	65.9%
BAT	6.9%	7.4%	7.0%	7.3%	7.2%
LOR	13.8%	13.2%	13.1%	13.4%	12.9%
L&M	0.6%	0.6%	0.5%	0.5%	0.5%
OTH					
FULL PRICE					
RJR	10.7%	10.4%	10.0%	10.7%	10.1%
PM	62.3%	63.2%	64.8%	63.3%	64.7%
BAT	6.3%	6.6%	6.4%	6.6%	6.4%
LOR	13.8%	13.2%	13.1%	13.4%	12.9%
L&M	0.6%	0.6%	0.5%	0.5%	0.5%
OTH					
All Cigt	93.5%	94.0%	94.8%	94.5%	94.5%
BRANDED SAVINGS					
RJR	1.1%	1.4%	1.2%	1.3%	1.1%
PM	1.1%	1.1%	1.0%	1.1%	1.2%
BAT	0.6%	0.8%	0.6%	0.7%	0.8%
LOR					
L&M					
OTH					
All Cigt	2.7%	3.3%	2.8%	3.0%	3.1%
PL/BLK & WHT					
RJR	3.6%	2.7%	2.3%	2.4%	2.3%
PM					
BAT					
LOR					
L&M					
OTH					
All Cigt	3.6%	2.6%	2.2%	2.4%	2.3%

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